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HUNTINGTON BEACH REDEVELOPMENT AGENCY

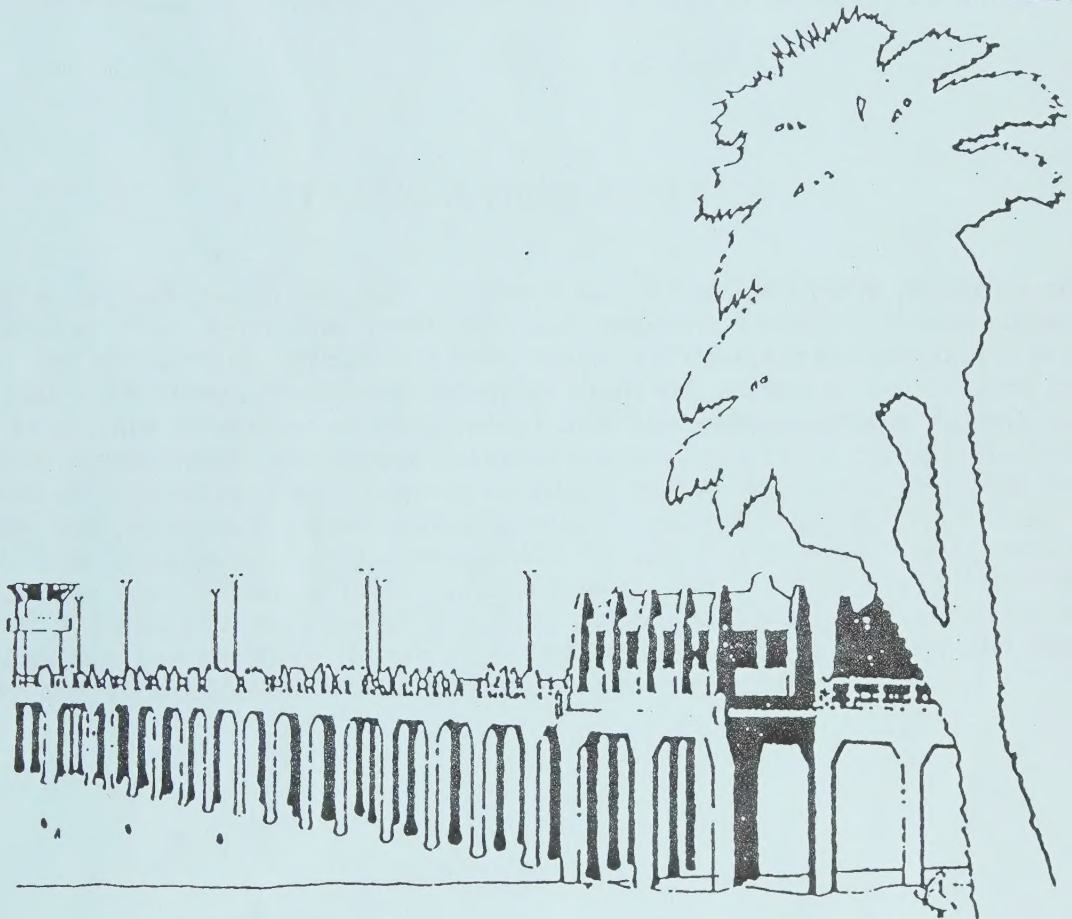
GENERAL OVERVIEW

for project areas

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....the beach and so much more

City of Huntington Beach

AN IMPORTANT OPPORTUNITY

Redevelopment in Huntington Beach represents an important opportunity for us to enhance our vital economic base and improve and preserve the residential neighborhoods and recreation facilities we have all come to enjoy. Like most communities its age, Huntington Beach is maturing - and with this maturing comes many of the problems usually associated with larger or older urban areas. Problems of deteriorating housing and commercial establishments can already be seen in certain portions of the city. A survey of these conditions was completed by the city, and as a result, the City Council, acting as the Redevelopment Agency, selected the areas depicted on the map below as target areas to benefit from a long-term comprehensive improvement program through redevelopment. And best of all, these improvements will not only pay for themselves but will actually help enhance the overall economic and tax base of our community.

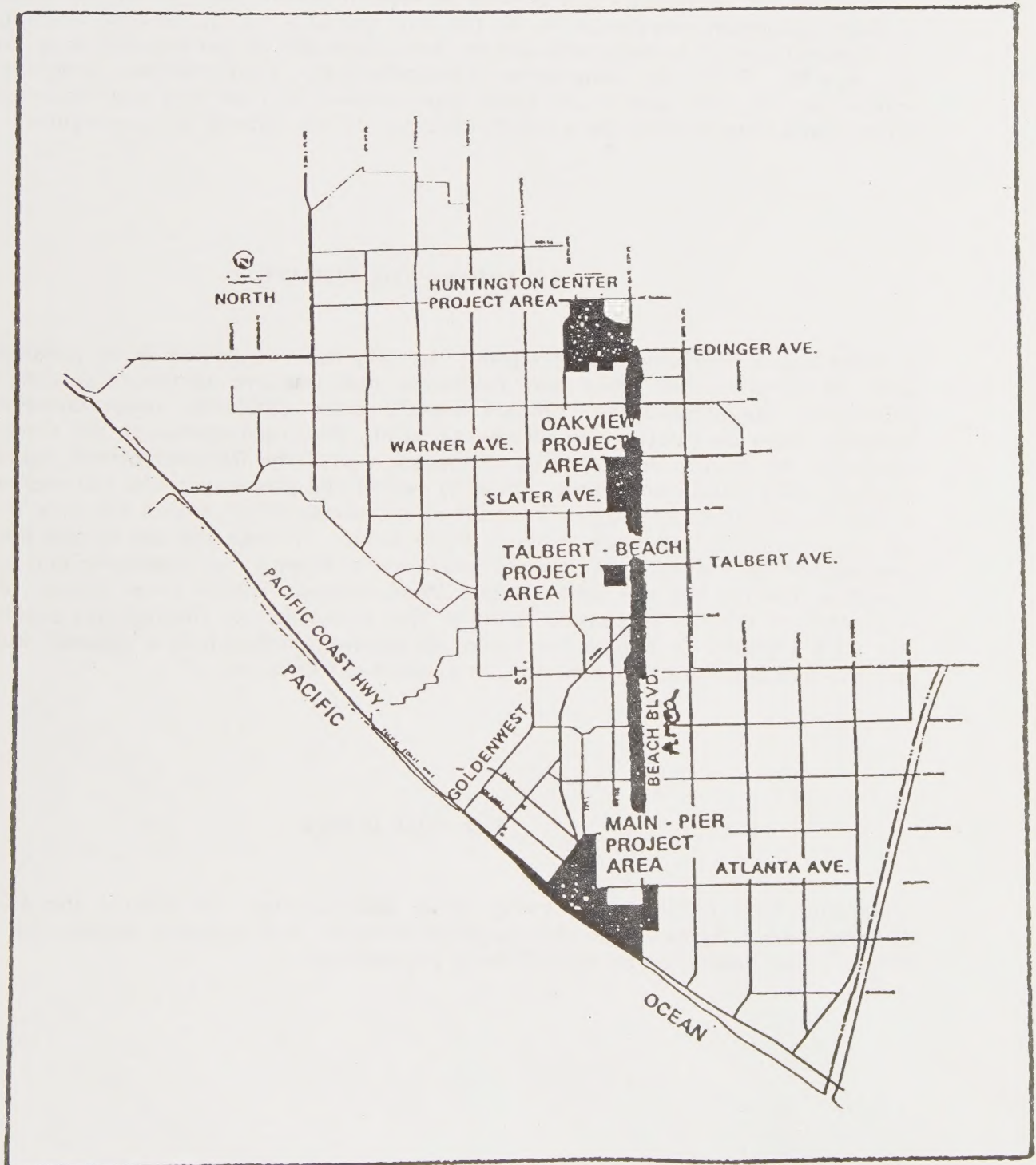
TO ASSURE THE FUTURE

In designing a redevelopment program, the city has recognized these problems and the need to reverse this trend and revitalize and improve commercial and residential properties. By establishing "project areas", under California redevelopment law, the property taxes on existing improvements within them are frozen at the time of project adoption. As private enterprise in cooperation with the Redevelopment Agency sponsor improvements within each area, property values and property taxes will increase on new or revitalized structures, this will result in additional dollars which will flow into the city and must be used to further enhance these areas. Through the use of this increased tax revenue, or "tax increment," the Redevelopment Agency can undertake and promote the complex, costly, but necessary public improvements within these areas. And this is accomplished without increasing taxes or fees to residents. Through this program, people can work together to assure the future of Huntington Beach as a pleasant and desirable place to live and work both now and for generations to come.

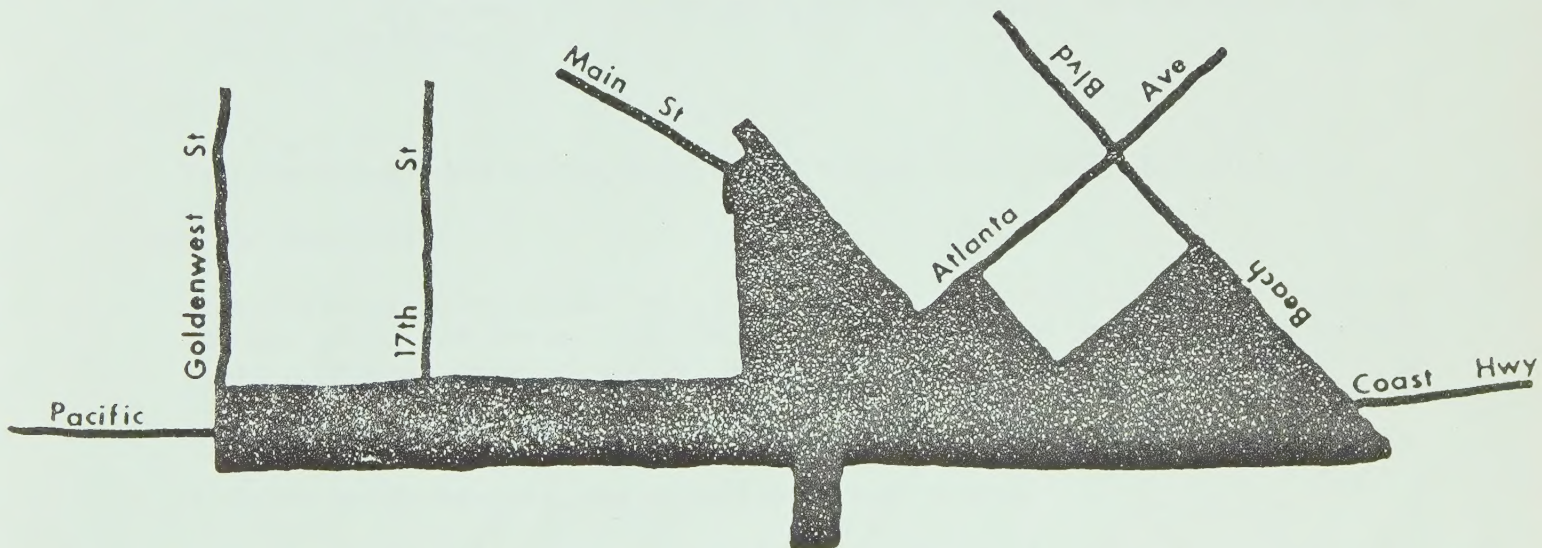
THE TIME IS NOW

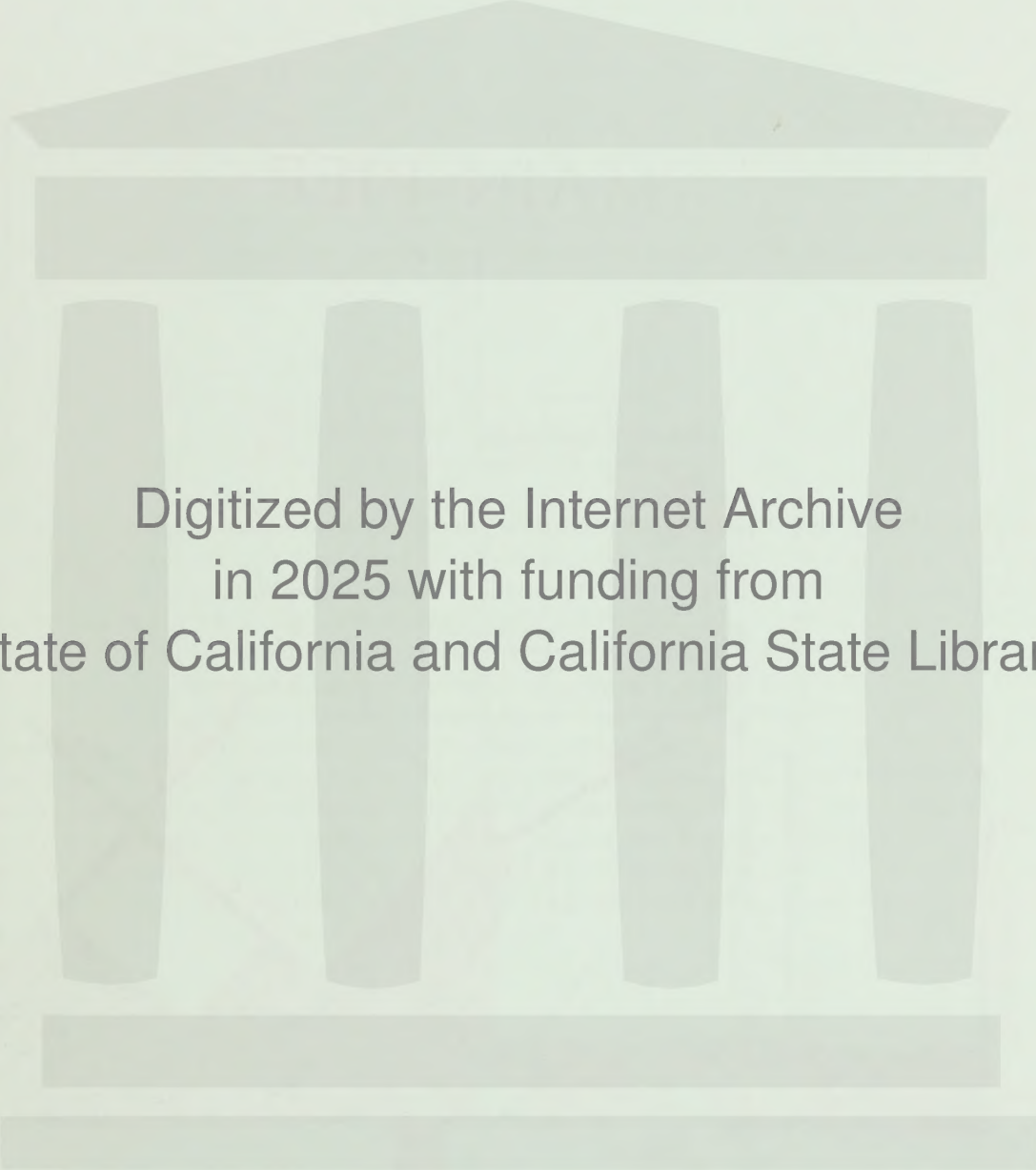
Accepting the challenges of today while planning for the future, the City Council, Redevelopment Agency, and city staff are working with property owners and target area residents and businesses on the following improvements:

REDEVELOPMENT PROJECT AREAS



MAIN-PIER





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The Main-Pier redevelopment project is an exciting and essential plan to help revive the declining downtown Huntington Beach economy and transform the area into a vital part of our community of which we can all be proud. The overall downtown project is divided into several phases and with these projects now ready to move from the "on paper" phase to the "on ground" phase here is a summary of what is proposed for each phase and where each project presently stands.

PHASE I

BOUNDARIES:

- Main Street, Walnut Avenue, Second Street, and the beach side of Pacific Coast Highway from Lake Street to Goldenwest Street.

PROPOSED:

- An 87,500 square-foot specialty retail shopping center with 700 new parking spaces on the beach side of Pacific Coast Highway between Main and Lake streets.
- A nine-story, 280-room first class hotel, including banquet and meeting room facilities, and 80,000 square feet of commercial on the corner of Main Street and Pacific Coast Highway.
- A pedestrian overpass connecting the hotel and pierside village.
- A 1,147-space parking structure built into the embankment north of the pier. The structure is considered part of the pierside village project and will not rise above Pacific Coast Highway.

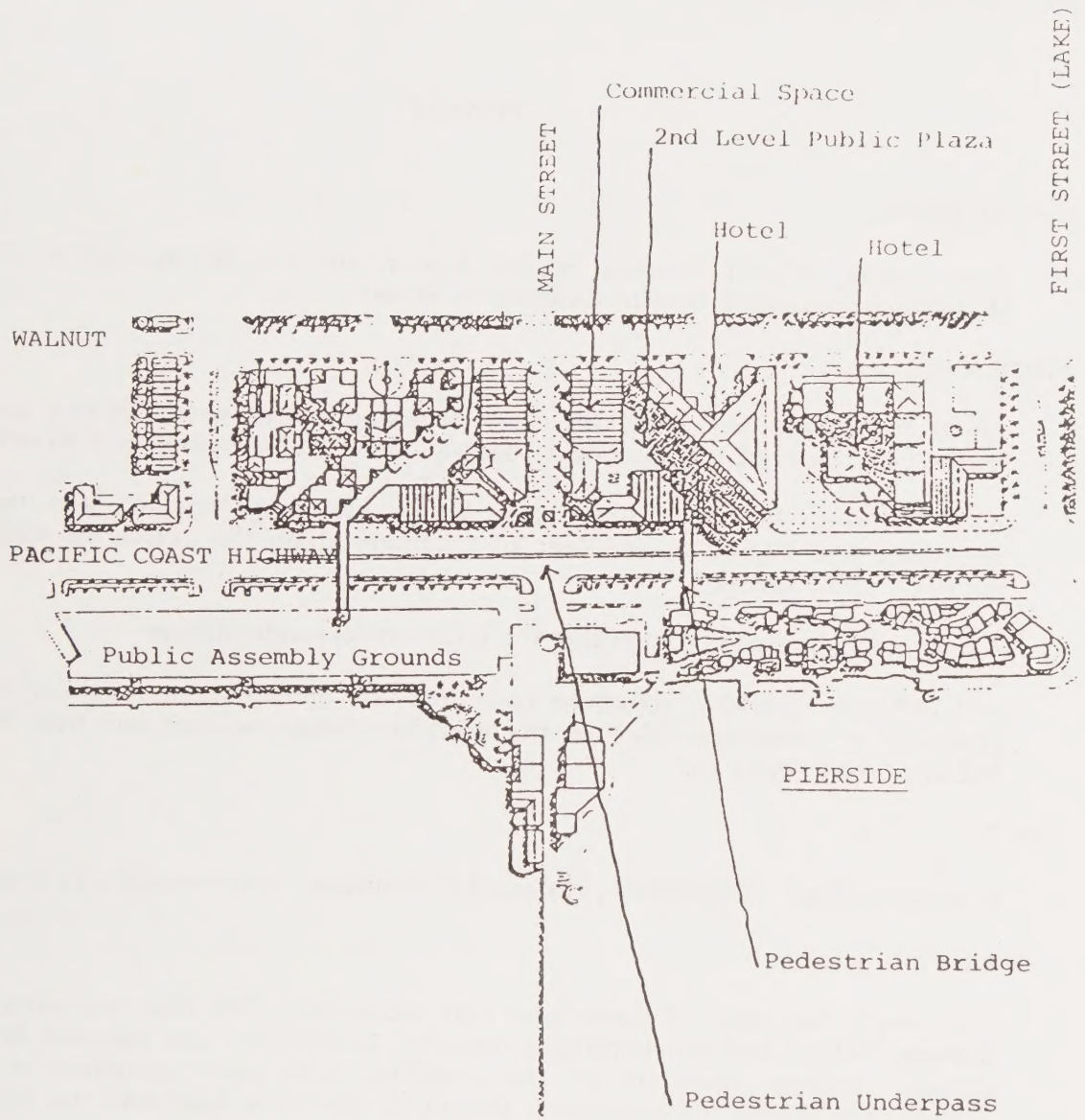
COST:

- Pierside Village - \$26 million, Hotel - \$30.5 million, Commercial - \$13 million.

CURRENT STATUS:

- This phase has been divided into two sub-areas. The first sub-area includes the pierside village and the parking structure. Conditional use permits for the pierside village, farthest along of all the projects, have been approved by the Planning Commission giving the developer, Bryant L. Morris of Carlsbad the right to proceed with the project pending appeal.
- Talks for the parking structure are still in the early stages.
- The second sub-area includes the hotel, commercial space, and pedestrian overpass. Paragon Hotel Corporation of Phoenix, developer for the project, has received approval from the City Council of the conceptual plans and must now come up with specific plans.

PHASE I



PHASE II

BOUNDARIES:

- Main Street, Pacific Coast Highway, Walnut Avenue and Sixth Street.

PROPOSED:

- An eight-story, approximately 270-unit apartment or condominium complex in the center of the two-block area.
- 120,000 square feet of commercial retail in two buildings of equal size, one facing Main Street and the other facing Pacific Coast Highway.
- 60 bed and breakfast units on Sixth Street.
- Another pedestrian overpass spanning Pacific Coast Highway connecting the next complex with the beach area.
- Under current plans, Fifth Street would end at Walnut Avenue. Main Street near Pacific Coast Highway would be transformed into a pedestrian plaza.

COST:

- Total cost of the project is approximately \$50 million.

CURRENT STATUS:

- The city has entered into a developer agreement with A & M Equities of Newport Beach and nine downtown property owners for construction of the project and conceptual plans are nearing completion.

LAKE STREET

BOUNDARIES:

- The three-acre project is bounded by Indianapolis Avenue, Acacia Avenue, and Lake Street.

PROPOSED:

- A 64-unit apartment complex to be built in Spanish-Mediterranean-style architecture.

COST:

- Total cost of the project is \$8.4 million.

CURRENT STATUS:

- Beachfront Construction Company of Huntington Beach was selected by city staff from more than 20 developers to build this project. Beachfront has signed a developer agreement with the city, but has not submitted any conceptual plans.

SUMMERHILL

BOUNDARIES:

- The project is bounded by Lake Street, Pecan Avenue, Atlanta Avenue and the old Pacific Electric right-of-way.

PROPOSED:

- A 161-unit condominium complex facing Lake Street.

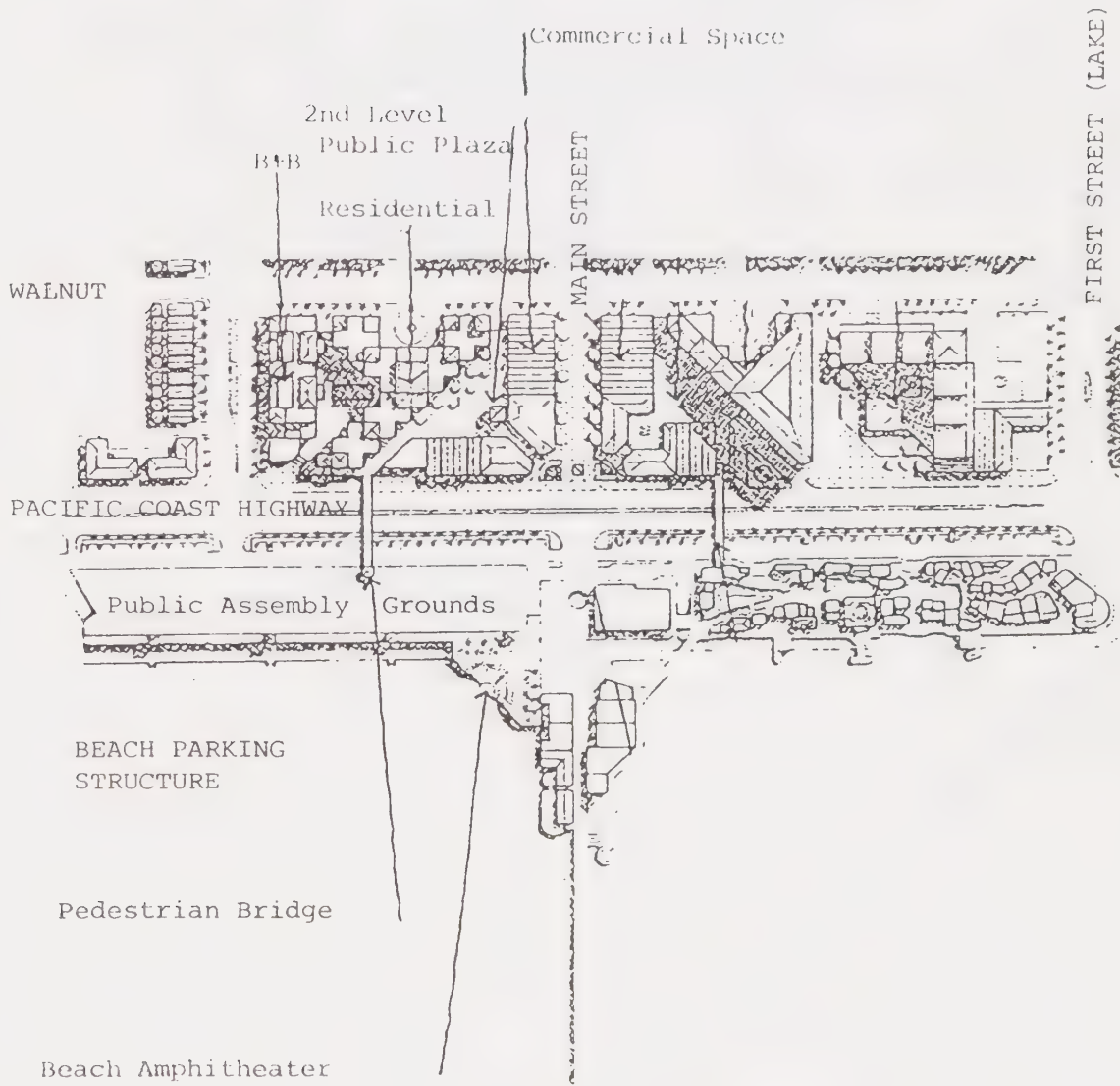
COST:

- Total cost of the project is \$16 million.

CURRENT STATUS:

- The city has entered into a developer agreement with the Summerhill Development Company for construction of the project, but conceptual plans have not been received.

PHASE 2



TOWN SQUARE

BOUNDARIES:

- Three blocks inland from the Municipal Pier, bounded by Orange Avenue, Sixth Street, and Lake Street.

PROPOSED:

- 300 residential units to be built in two phases. First phase calls for 174 of the units to be constructed and the second phase would see the remaining 126 built.
- 23,000 square feet of general retail/professional office space to also be built in two phases: 11,500 in the first phase and 11,500 in the second.
- The "new look" Main Street is scheduled to run through the heart of the 12-acre project which will also include a public plaza.

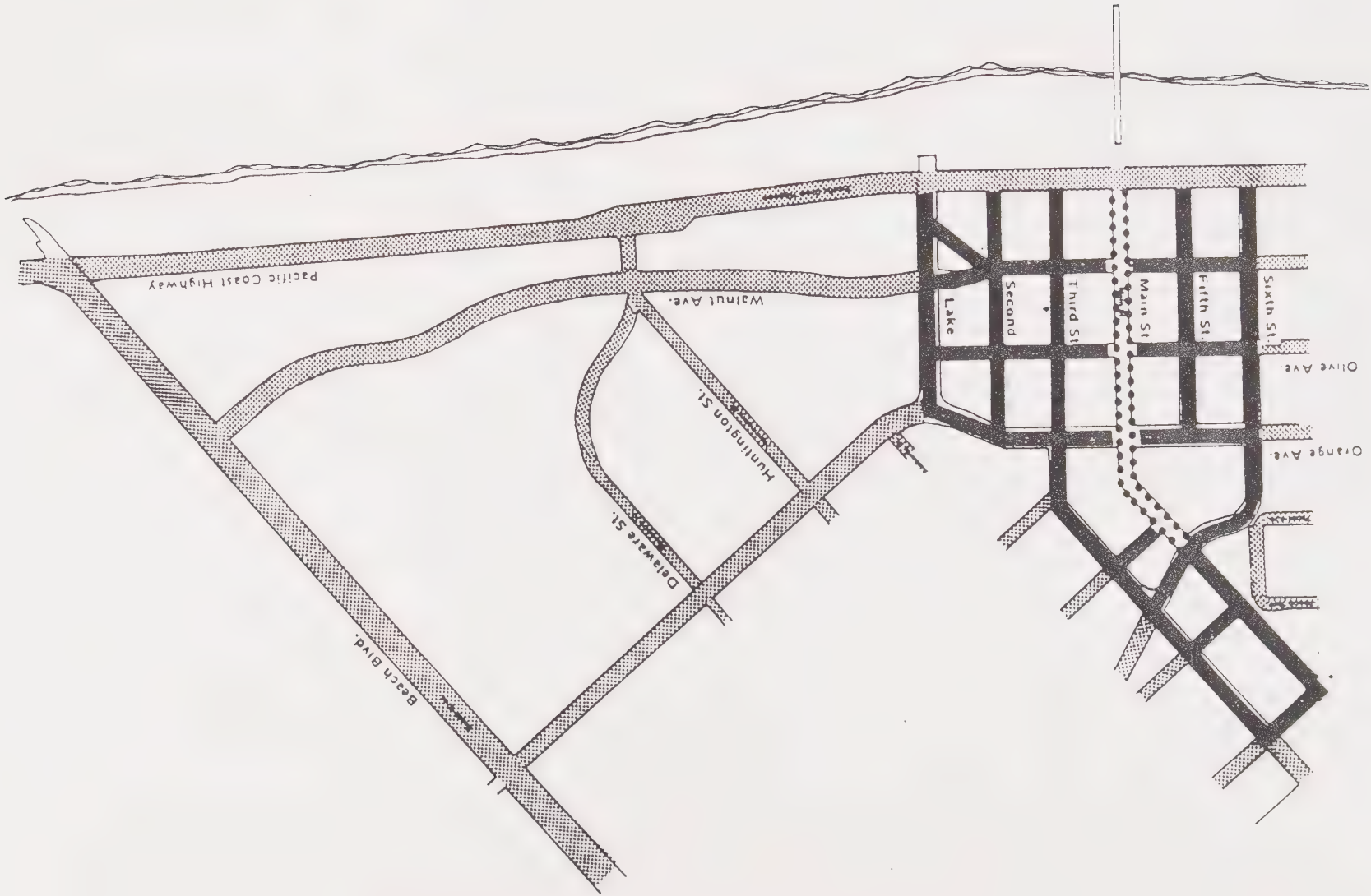
COST:

- Total cost of the project is \$37 million.

CURRENT STATUS:

- The city has entered into a developer agreement with Mola Development of Huntington Beach. Conceptual plans have been presented by Mola, but have not been approved.

MAIN-PIER PROJECT AREA



WHY REDEVELOP THE DOWNTOWN AREA?

- The following figures are taken from an August, 1986 police report released by Huntington Beach Chief of Police, Earle W. Robitaille. (a comparison of calls for service, crime, and arrests in the downtown area with other areas in the city having similar characteristics.)
 - . Service calls by police officers - average area, 701 calls; downtown area, 1309 calls - 87% more downtown.
 - . Drunk in public calls - average area, 23; downtown area, 172 - 648% more downtown.
 - . Disturbing the peace calls - average area, 82; downtown area, 133 - 62% more downtown.
 - . Juvenile arrests - average area, 1; downtown area, 31 - 3000% more downtown.
 - . Adult arrests - average area, 47; downtown area, 402 - 755% more downtown.
 - . Assault and battery calls - average area, 3; downtown area, 11 - 267% more downtown.
 - . Auto burglary, hit and run, grand theft and the "all other" category showed more calls in the downtown than in the average area.
- More than 50 buildings in the downtown area are considered seismically unsafe and could not hold up during a major earthquake.
- The amount of revenue generated for the city by the downtown area last year was \$600,000. When full redevelopment is completed, the total revenue generated by the downtown area will be approximately \$8 million after costs.

MODEL ON DISPLAY

- Those interested citizens who would like to see firsthand what the downtown area is proposed to look like after redevelopment is finished, are invited to come and see the model on display at City Hall, first floor, Monday through Friday from 8 - 5 p.m. The model, built by 3D-International from Houston, is a culmination of many years of planning for the redevelopment of the downtown area by city staff. There will be a staff member on hand at all times to answer any questions you might have.

For more information on the model or the downtown redevelopment project, please call 536-5511.

HUNTINGTON CENTER

HUNTINGTON CENTER REDEVELOPMENT PROJECT AREA

The Huntington Center Redevelopment Plan was adopted by the Redevelopment Agency in 1984 and encompasses some 160 acres of commercial, mixed use development, public, quasi-public, and institutional land uses. The primary activities in this project area are:

1. Huntington Center - A regional shopping mall of approximately 1 million sq. ft. with anchors at Broadway, J. C. Penney, Mervyn's, and Montgomery Ward. Huntington Center was expanded in 1985 to include an additional 176,000 sq. ft. including the Mervyn's Department Store, 44 new shops, and a food court with 19 food vendors. The long term concept for Huntington Center is to obtain additional department store and to extend the two-story mall throughout the center.
2. One Pacific Plaza - A landmark commercial center, the 500,000 sq. ft. complex is situated on 14.3 acres adjacent to the 405 Freeway. This master-planned business and financial center is home to two 6-story office buildings, a 4-story Memorial Health Services facility, two restaurants, a 2-story garden office complex, and parking to accommodate over 1600 vehicles. A 12-story office tower and a 224-room full-service Holiday Inn Hotel are currently under construction.
3. South side of Edinger - This area encompasses a commercial strip from Sher Lane to Beach Boulevard and includes such uses as Mercury Savings and its expansion, American Savings, and a variety of retail uses.

Within this area a new-look Huntington Center is virtually completed. The expansion of the existing mall into a two-story shopping mall wing connected to a new two-story Mervyn's Department store is nearing completion. The new addition will include a food court with 12 food vendors and will increase the number of retail stores in the city's largest shopping center from 48 to more than 90. A six-acre landscaped parking area is also being constructed. Included within the project area, at One Pacific Plaza, is a 224-room Holiday Inn, a 12-story and a two-story office structure now under construction. Also included are two six-story office buildings and two restaurants presently occupied along with sufficient parking facilities.



TALBERT-BEACH

TALBERT-BEACH REDEVELOPMENT PROJECT AREA

The Talbert-Beach Redevelopment Plan was adopted by the Redevelopment Agency in 1982 and encompasses some 25 acres of residential and industrial land uses. The primary activities of the project area are:

1. Emerald Cove - A senior apartment project constructed by the William Lyon Company in a public-private partnership with the Huntington Beach Redevelopment Agency. The project consists of 164 units at 50 percent below market rental rates and features a recreation center, well-landscaped grounds, attractive design, and adequate parking. This project received a National Certificate of Merit from U. S. Department of Housing and Urban Development for public-private partnerships. Although federal Community Development Block Grant funds were initially leveraged into the project, Emerald Cove functions without subsidies from the federal or state governments.
2. Windward Cove - A senior condominium project constructed by the William Lyon Company, this project features 96 units of for-sale housing with initial purchase prices well-below market rates. The project looks out on Terry Park and is adjacent to Emerald Cove.
3. Capewood - Developed by Citadel Service Corporation Capewood features 54 family condominium units. Citadel participated in the Single-Family Mortgage Revenue Bond program and reserved at least eleven units at affordable housing rates.

Within this area, the Redevelopment Area faced the challenge of consolidating scores of small substandard lots created at the turn of the century and lacking proper access and public utilities. Though the efforts of the Redevelopment Agency, these numerous small lots have now been consolidated, and several housing projects have been constructed within the area. Emerald Cove, a 164-unit city-owned senior apartment project, Windward Cove, a 96-unit senior condominium project and Capewood, a 54-unit condominium project for all residents have all received tremendous support from the community. The unique public-private cooperative approach to providing the affordable senior citizen housing at Emerald Cove did not require federal or state tax subsidy.

TALBERT BEACH

PROJECT AREA



OAKVIEW



OAKVIEW REDEVELOPMENT PROJECT AREA

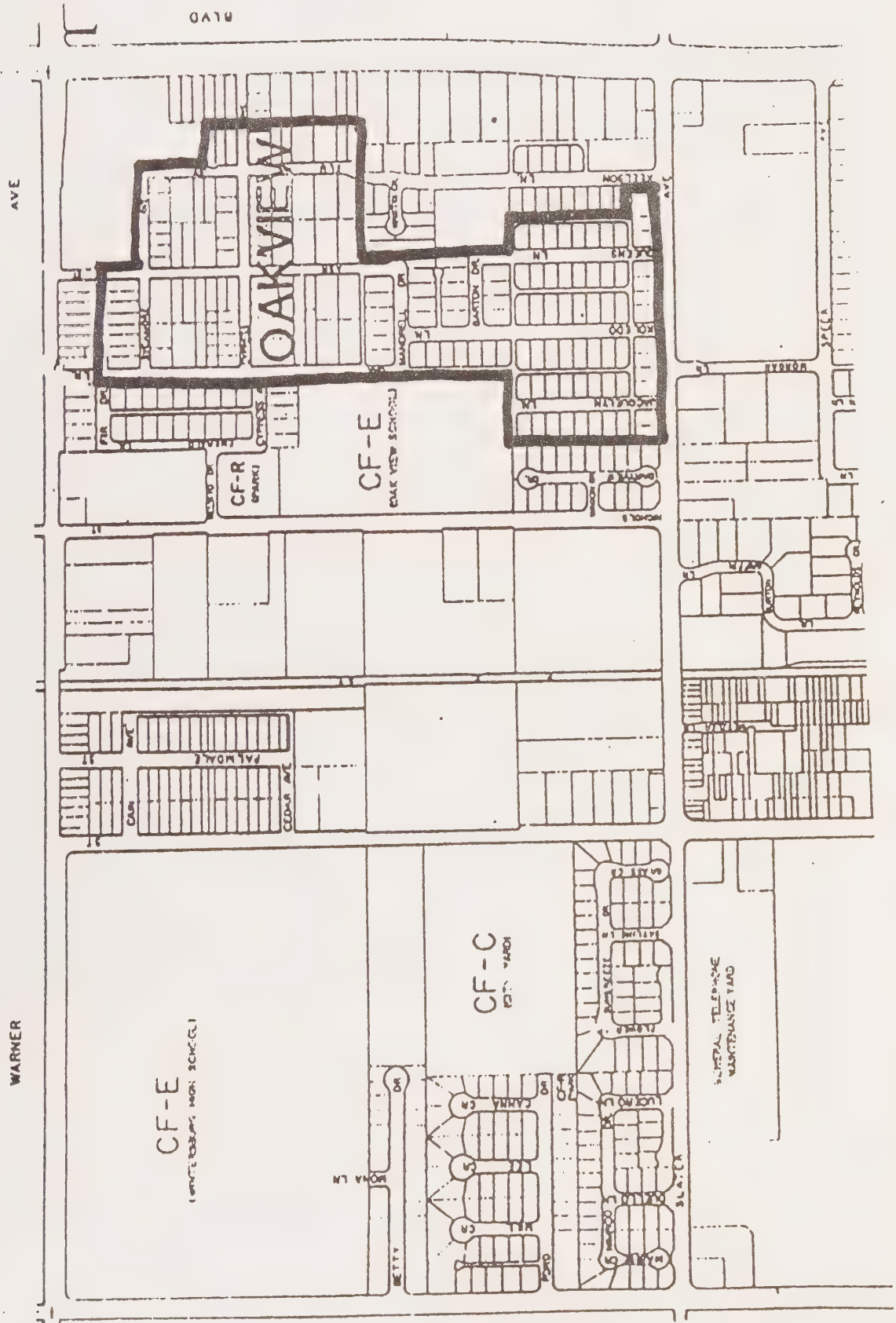
The Oakview Redevelopment Plan was adopted by the Redevelopment Agency in 1982 and encompasses some 68 acres of commercial, community, and residential land uses. The primary activities in this project area are:

- I. Charter Centre - This complex, located at the southwest corner of Beach Boulevard, and Warner Avenue totals 400,000 square feet including a landmark 14-story office tower, two restaurants, a five-plex theatre, a health club, and a six-story parking structure. Estimated project value is \$35 million.

Koledo Lane Demonstration Project - Located on Koledo Lane, just north of Slater Avenue, Koledo Lane Demonstration Project consists of 16 4-plex residential buildings rehabilitated to Section 8 Code Standards featuring a vacated street converted to a pocket park/passive play area. Existing carports were demolished and replaced with enclosed garages and new laundry rooms. Property owners were granted a density bonus to allow for the construction of a fifth unit above the garages. These improvements were financed by Community Development Block Grant funds and private dollars. The continued maintenance of this investment is protected through a Property Owner's Association of all landlords represented in the project.

Within this area, a large number of aging rental, deteriorating single-family homes and underused homes exist. In addition, the area suffers from a lack of adequate public improvements (streets, curbs, gutters, sidewalks) and experiences seasonal flooding problems. The Redevelopment Agency is pioneering several programs to preserve and rehabilitate these rental units and to provide the public improvements now lacking. Programs include a project Self-Sufficiency, a federally-funded program to help low-income families, Operation Logos, a project in which neighborhood youths have joined to help clean and maintain the area, and rental rehabilitation programs. Through the agency efforts, property owners are joining together in planning for neighborhood preservation and making commitments to the future. In addition, a major new commercial development has been completed. This commercial venture, known as Charter Centre, includes a newly-opened Holiday Health Spa, three new restaurant (Franco's, Chili's and Tony Roma's), an Edwards five-plex cinema, a 14-story office building with related commercial space and parking facilities. The value of these improvements is estimated at \$45 million. The increased tax revenue generated by this project alone will be of substantial assistance in initiating other needed improvements within the project area.

OAKVIEW PROJECT AREA



YORKTOWN-LAKE

YORKTOWN-LAKE REDEVELOPMENT PROJECT AREA

The Yorktown-Lake Redevelopment Plan was adopted by the Redevelopment Agency in 1982 and encompasses some 30 acres of civic center and residential land uses. The primary activities in this project area are:

1. Civic Center - An existing 188,829 sq. ft. civic center complex consisting of a 5-story administration building, a 2-story police facility and jail, an outdoor amphitheater, meeting rooms, and the City Council Chambers.

Goals and Objectives:

Goals:

1. To support an ultimate development plan which will remove the existing blight and isolate, buffer and/or consolidate existing oil operations and to improve and expand existing Civic Center complex with additional public facilities.

Objectives:

1. To establish a development program which provides an appropriate interface with the adjacent residential neighborhoods.
2. To promote an appropriate reconfiguration of the Civic Center and adjacent Huntington Beach Company sites.
3. Providing adequate public improvements, public facilities, open spaces, and utilities which cannot be remedied by private or governmental action without redevelopment.
4. Establishing development criteria and controls for the permitted uses within Yorktown-Lake in accordance with modern and competitive practices, thus assuring the highest design standards and environmental quality.

BEACH BOULEVARD

BEACH BOULEVARD PROPOSED REDEVELOPMENT PROJECT AREA

The Beach Boulevard Proposed Redevelopment Project Area will be considered for adoption by the Redevelopment Agency in August, 1987 and encompasses some 509 acres of commercial/office, industrial, retail, and residential uses. The primary activities in this proposed project area are:

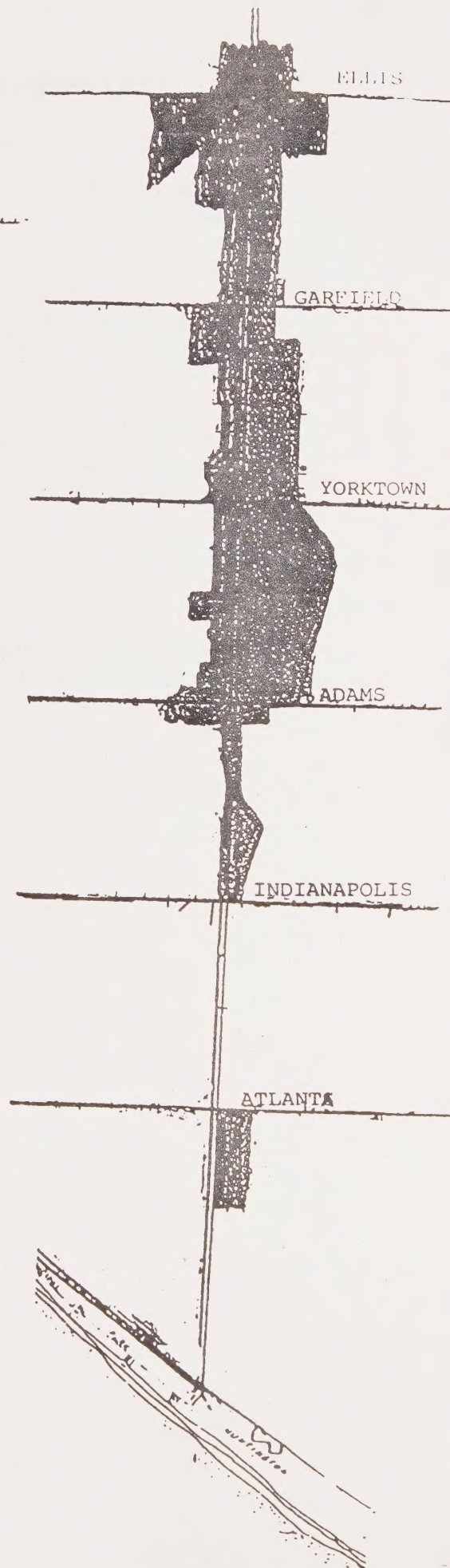
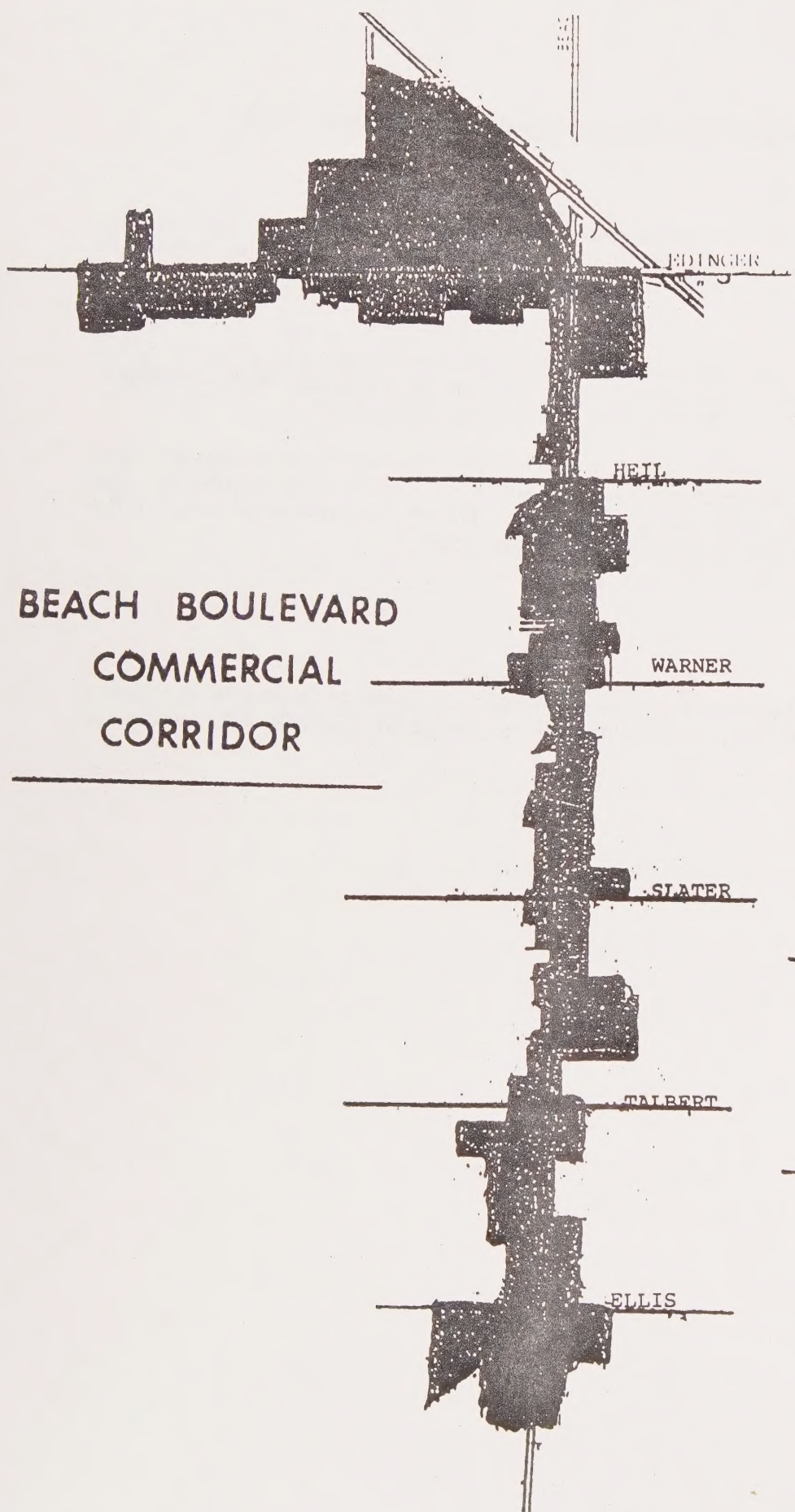
1. Staff and consultants have prepared a number of draft documents to be circulated for administrative review and comments. These documents include: Redevelopment Plan, the Environmental Impact Report, and the Preliminary Report.
2. Staff has worked with the community to assist in the organization of a Project Area Committee (PAC) that represented the interests of businesses, residents, and property owners within the proposed project area. The representative nature of the PAC was Certified by the City Council in December, 1986.

Goals and Objectives:

Goals:

To relieve existing circulation projects and to improve circulation patterns; to develop a common design theme using signing, landscaping, and commercial facades; and to increase tax revenues to the City.

BEACH BOULEVARD
COMMERCIAL
CORRIDOR



ACKNOWLEDGMENTS

Huntington Beach Redevelopment Agency

City Council

Chairperson Jack Kelly

Member Wes Bannister

Member John Erskine

Member Peter Green

Member Ruth Finley

Member Tom Mays

Member Grace Winchell

Administration

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Douglas N. La Belle

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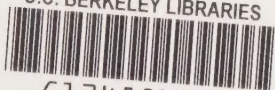
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